

JOIN THE  
**JEFFERSON-MADISON REGIONAL LIBRARY**  
IN PROMOTING  
**THE BIG READ**

BY ENTERING OUR

**YOUTUBE VIDEO CONTEST!**



**PRIZES!**

WINNERS WILL RECEIVE **\$300** IN GIFT CERTIFICATES TOWARDS ELECTRONIC AND VIDEO EQUIPMENT.

**EXPOSURE!**

WINNING VIDEOS WILL BE AIRED ON THE J-MRL WEBSITE AND AT BIG READ EVENTS, AND POSSIBLY ON LOCAL TELEVISION DURING MARCH & APRIL 2008.

MAKE A VIDEO ABOUT THE BIG READ AND POST IT ON YOUTUBE BY **FEBRUARY 22, 2008.**

YOUR VIDEO SHOULD ENCOURAGE PEOPLE IN OUR COMMUNITY TO READ "TO KILL A MOCKINGBIRD" DURING MARCH & APRIL 2008 AND TO TAKE PART IN BIG READ

FOR MORE INFORMATION ABOUT THE BIG READ, GO TO <http://jmrl.org/bigread.htm>

**TO ENTER:**

- VIDEOS SHOULD BE SUBMITTED TO YOUTUBE ON OR BEFORE FEBRUARY 22, 2008. USE THE TAG "JMRL\_BigRead" TO DESIGNATE YOUR VIDEO AS AN ENTRY.
- EACH VIDEO MUST INCLUDE: A REFERENCE TO "TO KILL A MOCKINGBIRD" BY HARPER LEE AND THE URL [HTTP://JMRL.ORG](http://jmrl.org) IN ADDITION, CONTENT OF THE VIDEO SHOULD FOCUS ON INVOLVEMENT IN THE BIG READ.
- WHO IS ELIGIBLE: ANY PERSON AGED 12-18 WHO HOLDS A JMRL LIBRARY CARD. (THEY'RE FREE! GET ONE @ YOUR LIBRARY TODAY!) TEAMS OF ANY NUMBER OF PEOPLE WILL COUNT AS SINGLE ENTRIES AND SHOULD DESIGNATE A SINGLE CONTACT PERSON.
- ONCE YOUR VIDEO IS POSTED, EMAIL [JMRLBIGREAD@GMAIL.COM](mailto:JMRLBIGREAD@GMAIL.COM) WITH THE FOLLOWING INFORMATION: TITLE OF VIDEO, DATE POSTED TO YOUTUBE, CONTACT INFORMATION OF ENTRY INCLUDING NAME, ADDRESS, & PHONE NUMBER.
- IF YOU WIN, WE WILL ASK FOR YOUR VIDEO ON DVD.

**RULES:**

- VIDEOS SHOULD BE 30 OR 60 SECONDS IN LENGTH.
- VIDEOS SHOULD CONTAIN ORIGINAL CONTENT ONLY; ALL MUSIC, SCRIPT, IMAGES, ETC SHOULD BE THE PRODUCT OF THE VIDEO MAKERS OR IN THE PUBLIC DOMAIN. (IF YOUR VIDEO CONTAINS COPYRIGHTED MATERIAL, WE WILL NOT BE ABLE TO SHOW IT.)
- VIDEOS SHOULD NOT CONTAIN ANY INAPPROPRIATE CONTENT, AS DEEMED BY THE JUDGES.
- PRIVACY AND USAGE POLICIES OF YOUTUBE APPLY AND CAN BE FOUND AT [HTTP://IE.YOUTUBE.COM/T/PRIVACY](http://ie.youtube.com/T/PRIVACY)
- J-MRL RESERVES THE RIGHT TO USE ENTRIES FOR PROMOTIONAL PURPOSES.
- WINNERS WILL BE DECIDED BY A PANEL OF JUDGES CHOSEN BY J-MRL, AND ALL DECISIONS ARE FINAL.
- WINNERS WILL BE ANNOUNCED AT THE BIG READ KICK-OFF, MARCH 1, 2008.



Jefferson-Madison Regional Library is partnering with the Virginia Foundation Center for the Book in The BIG READ. The Big Read is an initiative of the National Endowment for the Arts, designed to restore reading to the center of American culture. The NEA presents The Big Read in partnership with the Institute of Museum and Library Services and in cooperation with Arts Midwest.

